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**NEW STATEWIDE COALITION LAUNCHES TO ACCELERATE
STATE’S TRANSFORMATION TO CLEAN ENERGY ECONOMY**

Clean Economy Coalition of Wisconsin will leverage combined strength of members to advance equitable decarbonization, job creation and economic development efforts

MILWAUKEE – Today, a broad-based group of climate, energy, environmental justice and conservation organizations, businesses and allies officially launched the Clean Economy Coalition of Wisconsin (CECW).

The CECW seeks to leverage the combined strength of its members to enhance the quality of life of all Wisconsinites by accelerating the state’s transformation to a clean energy economy.

Founding members of the Coalition include:

- [Action for the Climate Emergency \(ACE\)](#);
- [Audubon Great Lakes](#);
- [Clean Wisconsin](#);
- [Elevate](#);
- [The Nature Conservancy](#);
- [RENEW Wisconsin](#);
- [Sierra Club Wisconsin Chapter](#);
- [Slipstream](#);
- [Wisconsin Conservation Voters](#);
- [Walnut Way Conservation Corp.](#);
- [Wisconsin Health Professionals for Climate Action](#); and
- [Wisconsin Land and Water Conservation Association](#).

“As a Coalition, our priority is to achieve statewide decarbonization by 2050 through people-first policies that create jobs for Wisconsin workers, build healthier communities and protect our natural resources,” said Sam Dunaiski, Executive Director of RENEW Wisconsin. “We know that together, we can advance clean energy solutions that accelerate economic development, while increasing Wisconsin’s energy independence.”

The Coalition was joined by Governor Tony Evers in highlighting the importance of transitioning the state to a clean energy economy.

“Today, we have an historic opportunity to define Wisconsin as a clean economy state—to build a workforce, economy, and state that’s prepared for the 21st century, reduce reliance on out-of-state energy sources and lower energy bills for working families, and create new jobs and apprenticeships in innovative industries,” said Gov. Evers. “Now is the time for us to double our efforts to build the future we want for our state, and I’m so excited for the role the Clean Economy Coalition of Wisconsin is going to play in our efforts to do just that.”

Though the CECW formally launched today, members have been working together for years to advance Wisconsin’s clean energy policy.

“Wisconsin has a proud tradition of environmental preservation. Our state’s history and legacy are rooted in conservation and stewardship,” said Jennifer Giegerich, Government Affairs Director for Wisconsin Conservation Voters. “The current combination of local action, state leadership and federal opportunity is allowing us to embark on a new era for Wisconsin’s people, environment and economy.”

The Coalition’s 2023 policy agenda is built on six core pillars—what the Coalition sees as the tenets of a clean economy:

- **Healthy economy:** A robust economy is necessary to move our state forward. The CECW supports efforts and policies that **ensure households’ health, jobs and choices for tomorrow are better than they are today.**
- **Environmental justice and infrastructure:** The CECW puts racial and economic justice at the center of its work because **there are can’t-wait communities already experiencing the impacts of climate change.** The CECW aims to be the bridge between the lived experiences of climate and energy consequences and the arenas where policy decisions are made.
- **Carbon-free power:** The CECW shapes and advocates for policies that support a **100% carbon-free state by 2050.** The CECW supports energy freedom through **increased access to clean power,** allowing **new sources of clean and renewable power generation** to be a part of the state’s clean economy future.
- **Home and building repair:** The CECW advocates and acts for policies to achieve **100% zero carbon new residential and commercial buildings by 2030** and to facilitate **reduction of building sector energy use by 50% by 2030.** The CECW will work to phase out use of natural gas in existing homes and businesses, to prioritize **retrofitting** and **weatherization,** and to **reduce energy burden on households who can least afford it.**
- **Thriving landscapes:** Wisconsin’s economy relies on thriving landscapes that support productive agriculture, resilient cities, and valued natural areas. **The CECW will advocate for natural climate solutions that protect land and water, while providing economic growth to both rural and urban communities.**
- **Next-gen transportation:** The CECW works to ease the **transition to electric and low-carbon transportation,** advocating and acting to make the transition to electric vehicles cost effective, easy and equitable, with a goal of **over 50% of new car sales being electric by 2030 and 25% reduction in the number of vehicle miles traveled.** As a clean

economy requires equitable, reduced-carbon transit options for local and regional travel, we will work to ensure mobility options become the norm and that new public and active transit infrastructure meets the needs of our moment.

“We believe we have a once-in-a-generation opportunity to accelerate our clean economy goals,” said Matt Krueger, Executive Director of Wisconsin Land and Water Conservation Association. “Much of our state’s identity is tied to our rural and agricultural landscapes, which are especially challenged by climate change. We are advocating for natural climate solutions for both rural and urban communities to help spur our state’s economy.”

Data-Driven Insights and Research Drive Policy Goals

Recently, CECW members Clean Wisconsin and RENEW Wisconsin partnered to release [detailed energy and economic modeling that shows](#) Wisconsin can cost-effectively transition to net-zero emissions by 2050, reaching a point where we emit no more carbon into the atmosphere than can be removed.

“The results of our modeling speak for themselves,” said Chelsea Chandler, Climate, Energy and Air Program Director at Clean Wisconsin. “We’re talking about billions of dollars in avoided healthcare costs, fewer deaths from air pollution, economic growth and an astounding reduction in greenhouse gas emissions.”

According to the studies, reaching net zero by 2050 will require aggressive action at virtually every level, from the rapid deployment of clean energy resources like wind and solar to the development of new technologies and expanded transmission.

“The findings of these reports have influenced the goals and policy pillars of the Clean Economy Coalition of Wisconsin,” said Dunaiski. “We have the data and research to provide the foundation for our goals and outline a path to making them a reality.”

Coalition Works to Address Injustice in Climate Policy

CECW members have also been at work to address injustice in climate policy. Recently, Coalition member Walnut Way, Inc. launched the [Wisconsin Environmental Justice & Infrastructure Initiative \(EJII\)](#).

“We know that achieving a clean economy will require movement at all levels of government, in all corners of the state, and with mobilization of many communities and organizations that have historically been excluded from key opportunities,” said Montre Moore, Steering Committee Chairman for the Environmental Justice and Infrastructure Initiative. “These same excluded communities have borne the brunt of the consequences of a lack of clean energy policy.”

The EJII recently announced [Capacity Building Grants](#) to aid Wisconsin advocacy organizations in need of support in raising community awareness on environmental justice issues. The funds are designed to assist Wisconsin-based organizations in building the technical capacity and skills to

support the EJII's collective environmental justice and climate resilience work across the state of Wisconsin.

Local, State Governments Come to the Table

The Coalition is developing a non-partisan pathway to elevate clean energy and environmental priorities across every level of government.

As part of its policy approach, the Coalition is engaging the Wisconsin Local Government Climate Coalition (WLGCC). The WLGCC represents leaders from 16 communities around the state, including more than 1.8 million residents.

"The foundation we're building as a Coalition is about a future Wisconsin for residents across the state," said Abby Novinska-Lois, Executive Director at Wisconsin Health Professionals for Climate Action. "The release of [Wisconsin's first clean energy plan](#) last year was an incredible victory as we look to what's ahead. For the first time, we have a roadmap for a path forward that will lower energy bills and decrease asthma, cancers, and heart issues—medical conditions that Wisconsin families are unfairly suffering in increasing numbers across our rural and urban communities."

Coalition Members Issue a Call to Action

As part of the launch, CECW members issued a call to action to local, state and federal policy makers and influencers.

"It's time for us to come together and work as one, to ensure the state we love—and all of its traditions—can be passed to future generations," said Marco Marquez, Action for the Climate Emergency Wisconsin State Director.

Visit www.cleaneconomywi.com to learn more about the Clean Economy Coalition of Wisconsin, its members and its policy goals.

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ABOUT THE CLEAN ECONOMY COALITION OF WISCONSIN

The Clean Economy Coalition of Wisconsin is a group of climate, energy, environmental justice and conservation organizations, businesses and allies. The Coalition leverages the combined strength of its members to enhance the quality of life for all Wisconsinites by accelerating the state's transformation to a clean energy economy. We believe that an economy-wide approach to decarbonization will take our state further, faster – with better outcomes for us all. We champion equity-first policies that create jobs for Wisconsin workers, build healthier communities and protect our natural resources. By working together, we advocate for clean energy-solutions that work for all of Wisconsin's diverse cultures, communities and geographies. Learn more at www.cleaneconomywi.com.